

REGISTRATION

On the opening day, registration will begin at 8:00am. Daily sessions will begin promptly at 8:30am and will end at 4:30pm. Lunch will be on your own.

COURSE LOCATION

Dallas: Center for American and International Law, 5201 Democracy Drive, Plano, Texas.

San Bernardino: San Bernardino Police Department, 710 N. D Street, San Bernardino, California.

Albany: New York State Sheriff's Association Headquarters, 27 Elk Street, Albany, New York.

HOTEL ACCOMMODATIONS

Dallas: The cost of lodging is not included in the tuition. Guest rooms are available at the Residence Inn, 5001 Whitestone Lane, Plano, 75024, at a rate of \$89.00 per night studio or 1-bedroom, plus tax. Full breakfast is included. To assure room availability, contact the Residence Inn directly (972.473.6761) at least 30 days prior to arrival and ask for the government rate of \$89.00.

San Bernardino: The cost of lodging is not included in the tuition. Nearby hotels include the La Quinta Inn, 205 E. Hospitality Lane, San Bernardino, 909.888.7571; Comfort Inn, 1909 S. Business Center Drive, San Bernardino, 909.889.0090; or the Hilton Hotel, 285 E. Hospitality Lane, San Bernardino, 909.889.0133.

Albany, New York: The cost of lodging is not included in the tuition. Nearby hotel is the Crowne Plaza, State and Lodge Streets, Albany, 518.462.6611.

NONDISCRIMINATORY POLICY

It is the policy of The Center for American and International Law that no person, on the basis of race, sex, color, religion, national origin or ancestry, age or handicap, shall be discriminated against in educational programs and activities, scholarship programs or admissions.

TUITION CANCELLATION

Tuition, less a \$25 handling charge, will be refunded upon written cancellation received five (5) working days prior to the program. Cancellations received after that date cannot be refunded, although substitutions for this program will be permitted.

Please Note: The Institute utilizes outside mailing lists. If you receive a duplicate of this announcement, please pass it along to an interested colleague.



THE CENTER FOR AMERICAN AND INTERNATIONAL LAW
5201 Democracy Drive – Plano, Texas 75024



Police Media

Relations

SEPTEMBER 15-17, 2003

DALLAS METROPLEX, TEXAS

JANUARY 21-23, 2004

SAN BERNARDINO, CALIFORNIA

MAY 10-12, 2004

ALBANY, NEW YORK

INSTITUTE FOR

LAW ENFORCEMENT ADMINISTRATION

(The Center for American and International Law)

5201 Democracy Drive

Plano, Texas 75024

972-244-3430

www.thellea.org

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Dallas, Texas

POLICE MEDIA RELATIONS

September 15-17, 2003

■ Dallas Metroplex, Texas

January 21-23, 2004

■ San Bernardino, California

May 10-12, 2004

■ Albany, New York

This workshop is designed for managers and executives as well as PIOs (Public Information Officers) in law enforcement and emergency service agencies. Participants will gain insight into the print and broadcast media - who they are and why they do things the way they do. In addition, class members will develop skills in building trust with outside information groups, preparing and presenting your message, crisis management and organizing the functions of a public information office. Finally, the workshop will help executives and spokespersons communicate more effectively with their many publics.

The workshop will include an in-depth evaluation and will provide managers with the skills and techniques to deal with changing news media in an electronic age.

Topics will include:

- Media mistakes made by police agencies
- CALEA Community Relations
- PR during hostage-taking and terrorist incidents
- Issuing news releases; planning news conferences
- Pitching the media
- Marketing your agency
- Law enforcement ethics in a media-saturated society
- Closing air space during critical incidents
- News events checklists
- Managing an interview

LECTURERS

JENNIFER CAMERON, Corporate Communications Consultant, Dallas, Texas. Ms. Cameron has her B.A. degree from the University of Texas at El Paso. She has worked for 17 years as a journalist and news producer for top television stations. Ms. Cameron has received numerous awards including the Katy Award from The Press Club of Dallas (1997 and 1999); the Edward R. Murrow Award from the Ratio & Television News Directors Association (2002) and the Texas Associated Press Broadcasters Award (2001). She teaches in the police media courses in the Institute's Management College and Supervision School.

GARY W. SYKES, Director, Institute for Law Enforcement Administration. Dr. Sykes has his B.A., M.A. and Ph.D. in Political Science from The Pennsylvania State University. He is a former professor in the School of Justice Administration, University of Louisville and a graduate of the Aspen Institute on Ethics. Dr. Sykes attended the media communications session by Spaeth Communications, Inc. in Dallas and is frequently interviewed by national electronic and print media.

REGISTRATION - POLICE MEDIA RELATIONS

Mail, fax or e-mail to:

Registrar: Institute for Law
Enforcement Administration
5201 Democracy Drive
Plano, TX 75024

Registrar: 972.244.3405
ILEA Phone: 972.244.3430
ILEA Fax: 972.244.3431
E-mail: ilea@callaw.org

Tuition: \$345 non-member, \$295 member of the Institute for Law Enforcement Administration. This includes all instruction and handouts. Lodging and meals are excluded.

Location: _____

Name/Rank _____

Agency _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

E-mail Address: _____

PAYMENT INFORMATION

Check enclosed payable to:
The Center for American and International Law

Check# _____ Check Amount _____

Purchase Order attached: # _____

Invoice my agency: Attention _____

Charge to: Master Card Visa

AMEX Discover

Credit Card Tuition may be faxed or e-mailed.

Card Number _____

Expiration Date _____

Name on Card _____

Billing Address (if different from above address) _____

Authorized Signature _____